

Nick Gassmann

Senior UX Designer & Website Manager

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UX designer and website manager at The Harker School since 2004. I run design and content strategy for Harker's Finals site and WordPress sites, and I oversee the school's enterprise Claude rollout, including the AI tools our communications office now works with.

Experience

Senior User Experience Designer & Senior Website Manager

The Harker School, Office of Communication · June 2009 to present

- Lead design direction for harker.org, as well as internal portals for parents, students, staff and alumni, resources and news sites.
- Raised harker.org's accessibility score from 15 to 89 by fixing the shared theme and scripts behind all 69 pages, with AI agents as developers.
- Rebuilt the constituent portals around user tasks, reaching a task success rate above 80%.
- Run an email builder tool that I designed, which the school uses to prep about 150 emails a year that are sent to families, staff and alumni.
- Administer Harker's WordPress installs, handling patching, backups, hosting and theme work, and manage Finals site.
- Oversee Harker's enterprise Claude deployment and its usage analytics, down to per-user consumption and model mix.
- Built AI tools the communications team uses: a website audit skill that checks pages against Harker's content strategy, house style guide and accessibility standards, and a work record skill colleagues use to track tasks and log their work.
- Wrote Harker's reusable web project lifecycle process, covering discovery through post-launch for Finals site and WordPress projects.
- Copy edit web content against Harker's content strategy and house style.
- Get faculty, staff and school leadership to agree on project requirements before design starts.
- Plan and run user research, including stakeholder interviews, usability tests and card sorts, and turn findings into design changes.

Tools I built for Harker

Email campaign builder

Harker's campaign tool since 2016. Cut custom email builds from hours to minutes, and archives every email the school sends.

Document and resource library

Harker's main library for forms and lunch menus, with separate searchable libraries for parents and staff. More than 140,000 downloads.

Skills

UX and design

Design systems, wireframes, prototypes, information architecture, personas, accessible and responsive design

Research

Stakeholder interviews, usability testing, card sorting, analytics

Content

Content strategy, AP and house style editing

Platforms

Finals site Composer and portals, WordPress administration, email marketing tools

AI and development

Claude enterprise admin, Claude skills, Claude Code, iOS prototyping, front-end basics

Leadership

Project management, hiring and mentoring web staff, directing AI coding agents

Certification

UX Certificate, UX

Management Specialty

Nielsen Norman Group, May 2017

Community

Little League

Coach and manager for 15 years, plus board member and board president

Earlier roles at Harker

User Experience Designer & Website Manager

June 2006 to June 2009

- Launched Harker's social media accounts as a new channel to families and the wider community.
- Delivered cross-platform designs for the portals, the institutional website and content management systems.
- Planned and ran qualitative and quantitative user research and usability tests.
- Designed and built responsive email campaigns sent through several delivery platforms.

Web Generalist

May 2004 to June 2006

- Produced web pages and assets in several content management systems with cross-disciplinary teams.
- Designed web pages and ad campaigns that drove traffic to priority areas of the site.

Independent projects

SeatSpy, iPhone app

2026

- Designed a player-profiling study app for live poker and built it with Claude, going from MVP to TestFlight beta in five days. In the closed beta now.

Is an EV Cheaper for Me?, web app

Live

- Compares an EV with the gas car it would replace over the ownership period, with 73 tests verifying the calculations.

Youth baseball lineup builder, iPhone app

2026, in progress

- Designing an app that helps Little League managers plan lineups with legal pitcher and catcher substitutions and minimum-play compliance, based on the 2026 Little League rulebook with support for local rules.

Awards

2015 MarCom Platinum

harker.org redesign for prospective families. Set a new content strategy and rebuilt the site's content and information architecture, raising admission conversions 18% and visits to admission pages 29%.

2013 MarCom Gold and CASE Bronze

Harker's first responsive site, for the new preschool, showing prospective families how play-based learning works there.

2011 CASE Bronze and AVA Gold

news.harker.org redesign, restructured so current families find relevant stories faster.